

**Approved December 17, 2014**



**CITY OF SCOTTSDALE  
TOURISM ADVISORY TASK FORCE  
REGULAR MEETING**

**Wednesday, September 17, 2014**

**Arizona State University SkySong  
Global Conference Room: 201  
1475 North Scottsdale Road  
Scottsdale, Arizona 85257  
**APPROVED MINUTES****

**PRESENT:** John Holdsworth, Chairman  
Cory Baker  
Kate Birchler  
Kathy Duley (telephonic; left at 11:17 am.)  
Margaret Dunn  
Gabrielle Enriquez  
Taryl O'Shea (telephonic)  
Fred Unger

**ABSENT:** Richard Hayslip  
Craig Jackson  
Matthew Wright, Vice Chairman

**STAFF:** Steve Geiogamah  
Holli Shannon  
Paul Katsenes  
Ben Moriarity  
Rose Rimsnider  
Sharon Cini  
Susan Conklu  
Angela Huey  
Donna Isaac

**GUESTS:** Linda Milhaven, Council Member  
Valeri LeBlanc, PLACES Consulting  
Rachel Pearson, SCVB  
Neale Perl, Scottsdale Cultural Council  
Ace Bailey, TDC  
Carl Grupp, TDC  
Sandy Schenkat  
Sonnie Kirtley

Larry Edmonds  
Ken Koziel, Entertainment Solutions  
Mark Debrito  
Julia Chacon  
David Smith

**1. Call to Order/Roll Call**

Noting the presence of a quorum, Chairman Holdsworth called the regular meeting of the Scottsdale Tourism Advisory Task Force to order at 9:07 a.m. He welcomed Kathy Duley to the Task Force.

**2. Introduction - President CEO Scottsdale Cultural Council**

Chairman Holdsworth introduced Neale Perl, CEO of the Scottsdale Cultural Council.

**3. Public Comment**

Sandy Schenkat reported that another gallery has pulled out of the Art District. A recent newspaper article referred to Scottsdale Art Walk, which is celebrating its 40<sup>th</sup> Anniversary this year, as one of the top ten in the world. The City has made several improvements recently, including new pavement and plants. She felt the Scottsdale Gallery Association should make a concerted effort to secure bed tax money to support their promotional campaign. She applauded the TDC for deciding not to allocate \$1.15 million to support the TNEC project, and felt that money would be better spent promoting the Art District. The City should subsidize valet parking for Art Walk.

**4. Approval of Minutes**

**TASK FORCE MEMBER BAKER MOVED TO APPROVE THE MINUTES OF THE JUNE 18, 2014 REGULAR MEETING AS PRESENTED. TASK FORCE MEMBER DUNN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF EIGHT (8) TO ZERO (0). VICE CHAIRMAN WRIGHT AND TASK FORCE MEMBERS HAYSLIP AND JACKSON WERE ABSENT.**

**TASK FORCE MEMBER BIRCHLER MOVED TO APPROVE THE MINUTES OF THE AUGUST 28, 2014 SPECIAL MEETING AS PRESENTED. TASK FORCE MEMBER DUNN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF EIGHT (8) TO ZERO (0). VICE CHAIRMAN WRIGHT AND TASK FORCE MEMBERS HAYSLIP AND JACKSON WERE ABSENT.**

**5. Election of Officers**

**TASK FORCE MEMBER UNGER MOVED TO RE-ELECT JOHN HOLDSWORTH AS CHAIRPERSON. TASK FORCE MEMBER BIRCHLER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). CHAIRMAN HOLDSWORTH ABSTAINED, AND VICE CHAIRMAN WRIGHT AND TASK FORCE MEMBERS HAYSLIP AND JACKSON WERE ABSENT..**

**CHAIRMAN HOLDSWORTH MOVED TO RE-ELECT MATTHEW WRIGHT AS VICE CHAIRPERSON. TASK FORCE MEMBER UNGER SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF EIGHT (8) TO ZERO (0). VICE CHAIRMAN WRIGHT AND TASK FORCE MEMBERS HAYSLIP AND JACKSON WERE ABSENT.**

**6. Unity Pledge**

Chairman Holdsworth reported that the City Council voted unanimously in favor of the Unity Pledge, as did the Board of the SCVB. Angela Huey explained that the pledge is a public proclamation that recognizes that all Arizona residents, employers, and consumers deserve equal protection under the law. Over 15% of the more than 1,000 businesses that have taken the pledge are located in Scottsdale.

The Task Force agreed by unanimous consensus to support the Unity Pledge.

**7. Tourism Development & Marketing Strategic Plan – Year 1 Engagement Plans**

Mr. Geiogamah reviewed projects as well as timelines for first year projects. Ben Moriarity reported that staff has been working on a draft of the RFP scope of work to create happenings and animation in downtown Scottsdale. It is currently going through final revisions and is due to be published at the end of September. One of the key considerations is deciding how to manage the acts that occur on the street to make sure they are appropriate and do not become a nuisance. Mr. Geiogamah reported that \$100,000 has been allocated for this scope of work.

Mr. Geiogamah said the Out of Bounds International Arts Festival is intended as a major shoulder season event to be held downtown and is designed to attract art professionals and enthusiasts. City staff has been working to draft a contract scope of work, and an RFP will be issued by early October. Task Force Member Baker said the interdisciplinary arts festival is one of three major festivals being proposed. The intent is to grow it to the point where it has national and international appeal. Much of the work that is being done on this festival will be applicable to the other two festivals as well. The scope of work addresses topics such as marketing, target audience, and the competitive advantages of Scottsdale. It also addressed fundraising potential and strategies, infrastructure issues and a return on investment for the City. The only way a festival like this can work is if it can be truly inclusive. A comprehensive business and strategic plan will be presented to the Task Force by the June 2015 meeting.

Mr. Geiogamah stated that the enhancement of the Civic Center Mall has been identified as a key component to downtown activation. An early estimation of expenses has been prepared, but the plan is still in the refinement stages. Chairman Holdsworth inquired whether bed tax dollars would cover the cost of the whole project. Task Force Member Baker responded that initially, bed tax dollars would only be used to make those improvements most desired by event producers looking for usable spaces downtown. This is intended as an interim plan until the much broader Civic Center Mall vision can come to fruition. Ms. LeBlanc said this plan is important to producers because the money that they currently have to spend to bring the Mall up to the minimum requirements each time they host an event there could instead be addressed as part of

the permanent infrastructure. Chairman Holdsworth noted that Scottsdale has lost important events to neighboring communities who have space to offer. Even with this project, Scottsdale will still not have nearly the space that is required.

Mr. Geiogamah stated that the intent of the Cowboy Christmas event is to enhance leisure travel during the holiday season. The festival will be extended to include Arizona cultural components and create a larger regional draw. The City will provide \$10,000 to support it through the community event funding program. Task Force Member O'Shea said the SCVB has really helped market the event regionally to boost its tourism potential. The long term goal is to pull together various aspects of the downtown experience into the festival. Chairman Holdsworth said the event has grown each year and the extra effort put into this program will truly enhance it. This event, along with the Museum of the West, could also help reinvigorate Scottsdale's cowboy/western heritage.

Mr. Geiogamah explained that the Parada del Sol Rodeo has existed in Scottsdale for many years, but they are excited about a new opportunity to help activate downtown. Mark Debrito said a group of community members banded together to save the Parada del Sol Rodeo after the Scottsdale Jaycees disbanded. The rodeo itself has expanded over the past five years, but the next five years will be focused on developing the parade. Ken Koziel of Entertainment Solutions said Scottsdale sponsored the festival shortly after incorporating as a city. At that time it was a parade through downtown that ended in a family barbecue. The event has become part of the community fabric. The Board's short-term goals are to bring the event into the modern day, enhance its offerings, expand its scope, increase its marketing exposure, improve organizational efficiencies, increase sponsorship opportunities, and achieve financial stability. The long-term goals are to turn it into a destination event as a premier festival of the Southwest, expand it to two or three days, encompass a larger portion of the downtown, and extend the tourism season.

Mr. Koziel said one of the first considerations was the parade route. The new route is more consolidated in the downtown core. The Trails' End Celebration is a community festival that harkens back to the family barbecue idea. It will have expanded music, an expanded area for children, a vintage vehicle display, and the overall branding of the event will be enhanced. There will be a Western village, a Native American village, a Hispanic village, and a cowboy children's area with an emphasis on the livestock used in the parade. Merchants will be encouraged to provide sidewalk sales. He would also like to see a return of Western Week when students and citizens were encouraged to wear western attire. Owens Harkey will handle marketing.

Task Force Member Unger inquired whether the rodeo would be incorporated into the three-day festival. Mr. Debrito explained that the two events used to be held together, but current logistics demand that they be separated. The rodeo has to move depending on when it can fit into the WestWorld schedule. The parade occasionally has to move to avoid conflicting with Super Bowl events. Mr. Koziel added that the long-term desire is to reunite them. Task Force Member Unger expressed approval of the consolidated route and the proposed enhancements. Chairman Holdsworth said bringing the two events together would improve its tourism appeal and better reinforce Scottsdale's Western heritage.

Ms. LeBlanc reported that the Dashboard initiative is off to a good start, and an alpha version of the app has been created. The Chamber of Commerce has offered its help. Work also continues on developing rituals. The bike tour is furthest along, but other ideas are beginning to see progress. Arizona Central is a long-term proposition. It is envisioned as a way to bring Arizona tourism together with Scottsdale tourism. Support for this initiative is broad. The main hurdle is determining the best way to move forward as a business model.

Ms. LeBlanc explained that the arrivals experience is on hold since it is intrinsically tied to the bigger issue of transportation. Transportation has to be addressed in a much more systematic way, and not just as a tourism issue. Mr. Geiogamah added that visitor data from the Leisure Visitor Inquiry Study indicated that downtown signage is sufficient, as well as signage to assist visitors to get from the airport to Scottsdale.

## **8. Tourism Development and Marketing Strategic Plan – Year 2 Engagement Plans**

Valeri LeBlanc said that in order to meet the second year goals it will be crucial to get more people involved. She felt the second year initiatives would benefit from a document that could provide status updates in different areas and be shared with anyone interested in monitoring developments. Chairman Holdsworth felt that it would be best handled by someone from outside the group. He acknowledged that the SpeakWrite experiment did not work.

Task Force Members put forward a number of suggestions on how to approach this problem. Chairman Holdsworth inquired about possible Open Meeting Law violations, and Mr. Geiogamah said he would look into the situation. Mr. Katsenes inquired whether the Task Force was looking for way to engage in open dialogue or to submit a report. Chairman Holdsworth suggested a layered approach, whereby subcommittees could use one medium to discuss ideas, while committee chairs could submit monthly progress reports in another medium. Mr. Katsenes said staff would explore the possibilities and report back.

- Arizona Central

Ms. LeBlanc turned the discussion towards the scope of work for the next year. The Arizona Central working group is moving forward with new membership. They are looking to create a downtown facility with wow factor that will position Scottsdale as a hub to explore all of Arizona. Task Force Member Unger said all interested parties from around the state have expressed their approval of the idea and are excited to see it come to fruition. A key component is a physical facility. To be effective, it will have to be more substantial than a rented storefront from which to distribute brochures. It must be a comprehensive complex that incorporates the SCVB Visitor Center, as well as representation from all parts of the state. It would be a central point from which tours would begin and end. A theater could showcase all that Arizona has to offer. Ideally it would also be an event center that could draw people in, and where people could converge. Most likely it would require a 20,000 to 30,000 square foot building with appropriate parking. He felt such a facility would transform the surrounding area.

- Downtown Events & Festival

Ms. LeBlanc said the primary initiatives regarding events and festivals will include finding ways to expand the shoulder season, refine existing concepts, and welcome new ones. The working group is continuing to build the event ecosystem, using a model that pairs a community organization with a professional organization. Task Force Member Baker explained that the working group is trying to find ways to create an atmosphere in the community that is conducive to event producers creating their own events.

- Generational Change

Ms. LeBlanc explained that Generational Change is a new working group designed to address an issue that has only grown bigger over time. Tourism product in general has to remain relevant to the next generation, but Scottsdale's situation is more challenging because it is harder to create something new when the past has been so successful. The next generation must have an active voice in what happens moving forward. Task Force Member Enriquez said part of the focus will be on the history of Scottsdale and acknowledging and honoring the past accomplishments that have paved the way to the future. Julia Chacon said she met with Bill Walton, who spearheaded the effort to establish Indian Bend Wash. She would like to draw attention to what people of his generation have done, because younger generations are unaware of those accomplishments. This is one way to bridge the gap between generations.

- World Class Biking

Susan Conklu noted that Scottsdale has already been named a gold level Bicycle Friendly Community by the League of American Bicyclists. Cities are reevaluated every four years and it is becoming clear that other cities are catching up. In order to stay in front, more has to be done. She has had the opportunity to see some of what other cities are doing, including events, interpretive routes, and artist-designed bike racks. She would ideally like to attract bicyclists of all ages and abilities to Scottsdale, and the working group is looking for ways to make bicycling fun for anyone who wants to try it. In the U.S. each year, the bike economy generates \$133 billion. An annual bike ride called Cycle the Arts takes people on a group led tour to see the public art in Scottsdale. A self-guided tour was created to emulate the guided tour. Open streets events focus on using the public space of roads for something other than automobiles, even if only for a few hours. Bike maps are easy to give away and can provide much information. An interpretive bicycle route is being created to let people explore the story of Scottsdale by linking up different points of interest.

- Crisis Response Reserve

Ms. LeBlanc said this working group is developing a short-term strategy to develop more formal plans for responding to the types of crises Arizona tourism has faced in the past and to help mitigate them by having resources in place in advance. Rachel Pearson of the SCVB said this initiative involves working with people from around the state to ensure there is a coordinated response to problems as they arise.

- Downtown Dashboard

Ms. LeBlanc explained that the Dashboard needs more time to develop before people will be able to see what it can be used for.

- Tourism Today

Chairman Holdsworth stated the need for a small group of people who would focus on specific issues that require diplomacy if tourism is to garner the support it needs to break down existing barriers. This group would operate on an ad hoc basis to address big issues that transcend the immediate community.

Mr. Geiogamah reported that the City has identified liaisons to work with each group. He plans to support the Generational Change group and the Crisis Response group. Ben Moriarity will support the Arizona Central and World Class Biking initiatives. Cheryl Sumners will be working with the Events and Festivals and the Dashboard groups.

## **9. Identification of Future Agenda Items**

Mr. Geiogamah said the December deliverables would be presented at the December meeting.

## **10. Public Comment**

Councilwoman Milhaven said it has been fun to see the progress that has been made over the past year. She thanked all of the members of the community who have invested time in this endeavor. The Task Force is well positioned to do great things for the city. She encouraged them to dream big, and not let perceived obstacles stop them from proposing ideas for the community to consider. Tourism has advocates on the City Council.

## **11. Adjournment**

The meeting adjourned at 11:27 p.m.

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